



2007-08 Consortium Leadership Opportunities

- Join us for the 2nd Annual National Entrepreneurship Week - February 23 - March 1, 2008!
- New Membership Option for Teachers... Become an Ambassador!
- Contribute entrepreneurship activities to our partner, Curriki...a Global Open Source Educators' Website!
- Support "Future CEO Stars", our magazine by students for students!
- Enjoy the 25th Anniversary FORUM in Charleston, November 2007.

CELEBRATE 2nd National Entrepreneurship Week

According to "Tough Choices or Tough Times" 1. the crucial factor that alone can justify higher wages in this country than in other countries with growing education and skills is **creativity and innovation**. We invite you to participate in the growth of entrepreneurship education, recognizing that tomorrow's entrepreneurs are in our schools today.

National Entrepreneurship Week will be celebrated the last week in February 2008 (February 23 - March 1, 2008) and we encourage all who wish to participate to begin planning with the Consortium for Entrepreneurship Education. The focus of this celebration includes the importance of entrepreneurship education and entrepreneurs in all the networking, publicity, events, policy, and support that is included in National Entrepreneurship Week. See www.entre-ed.org for details of the celebration.

(Continued on page 2)

PENNSYLVANIA EDUCATORS TAKE THE LEAD

Everyone an Entrepreneur

Seton Hill University introduced CareerWorks in 2005 as their new department for integration of entrepreneurship education, experiential learning and career development,

Their mission is to assist students to enhance their liberal arts education by developing careers with entrepreneurial skills and internships.

According to Rebecca Campbell, Director of CareerWorks at Seton Hill, the career development process promotes a high level of self knowledge and career awareness

(Continued on page 3)

Academic Standards for K-12

In 2006, the Commonwealth of Pennsylvania established their Career Pathways Systems that included Entrepreneurship as one of the Academic Standards for Career Education and Work.

Assessment points have been established for grades 3, 5, 8 and 11, with the expectation that every Pennsylvania student will create their own business plan before high school graduation.

By preparing students for the world after school they will be ensuring a better economic future for all of its citizens.

INSIDE THIS ISSUE FOCUS ON

CELEBRATE National
Entrepreneurship Week .. 1 & 2

Pennsylvania Educators Take
the Lead 1 & 3

Let's Send our Kids to Camp
..... 1 & 3

CURRIKI...Connecting to the
Global Education World 2

Bonus Activity:
USA TODAY 4 & 5

Professional Development
& Resources 6



LET'S SEND OUR KIDS TO CAMP

A number of factors led the **Delaware Financial Literacy Institute (DLFI)** to seek funding for youth entrepreneurship education. For the last few years, Delaware has ranked very low in the Kauffman Index of Entrepreneurial Activity. Also, with the emphasis on testing, local schools have eliminated entrepreneurship programs despite the findings that many young people today are interested in creating their own businesses, being their own bosses, and building wealth.

(Continued on page 3)



Consortium for
Entrepreneurship
Education

is committed to
entrepreneurial
excellence.

Membership is open to all
who see entrepreneurship
education as a priority.

Benefits to
members include...

- networking with leaders nationwide
- conducting professional development forums and workshops
- developing and sharing new materials
- identifying young entrepreneurs as role models, and
- providing centralized information access to educators

For more information about
the Consortium please
contact . . .

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CURRIKI . . . connecting to the Global Education World <www.curriki.com>

The Consortium is pleased to announce our new partnership with CURRIKI, an Open Source Curriculum Collection that is available globally to help teachers everywhere access resources for the classroom.

Curriki is the dream of Scott McNealy of Sun Microsystems, who recognized the need for assisting teachers all over the world to find resources to better educate young people. He recognized that the Internet will be the answer to those education systems that cannot afford or do not have access to modern learning tools. Curriki is open to anyone who wants to add resources or use the resources they find on the site.

The Consortium is adding resources under our organization name including those that are currently available on our website or for purchase. And we are encouraging our members to do the same. Our goal is to have a huge online resource collection available for anyone wishing to teach entrepreneurship with the Consortium as the visible organizer of the collection.

Starting now we are asking each of you to add classroom materials to Curriki. If you have products for sale, just add some samples and then provide information on how to buy the product. Teachers are encouraged to share the items they have created for their students. Together we will build the resources for Entrepreneurship Education.

CELEBRATE 2nd National Entrepreneurship Week (cont. from page 1)

According to the U S Department of Commerce, more than 2300 people become independent entrepreneurs daily in America, joining more than 20 million self-employed, who make up more than 75% of the nation's 26 million plus business firms nationwide. As educators we have a strong responsibility to prepare students for the future, as innovative employees in entrepreneurial workplaces or by creating their own entrepreneurial venture.

During the annual celebration we are implementing House Resolution 699 passed in June 2006 which says ...Resolved, That the House of Representatives-

1. Encourages the implementation of entrepreneurship education throughout the United States;
2. Supports the goals and ideals of National Entrepreneurship Week so that the people of the United States are reminded of the contributions of entrepreneurs and so that educators are encouraged to reflect on how entrepreneurship education can improve the performance of their students;

One of the most significant results of the celebrations in 2007 was the development of **State Leadership Teams** in 34 states. Plans are already underway to continue to provide leadership for each state to build a strong network of organizations supporting the entrepreneurial culture for their state, both now and into the future. Check out your state team at **<www.entre-ed.org/E-state_team08.htm>**. A number of national organizations plan to sponsor events with us in February as well.

The February celebration coincides also with the ACTE-sponsored Career & Technical Education Month. Last year ACTE encouraged CTE educators to actively support Entrepreneurship Week as an important part of their celebrations...to prepare students for the future changing workplaces of America.

Please spread the word and expand the entrepreneurship spirit that will ensure our future in a global economy. Contact us with your ideas, and plans to be involved with National Entrepreneurship Week 2008. **<cashmore@entre-ed.org>**

1. Tough Choices or Tough Times, The Report of the new Commission on the Skills of the American Workforce, National Center on Education and the Economy, Jossey-Bass, 2007.

LET'S SEND OUR KIDS TO CAMP

(continued from page 1)

With these factors in mind, DFLI made a successful request for funding from the JPMorgan Chase Foundation. The proposal had two major components:

- 1) a training program for youth group leaders and educators to implement a venture creation program and
- 2) a five day entrepreneurship camp for at risk youngsters ages 9-15.

Chasing the Dream provides hands-on venture creation experience for future entrepreneurs to take the risks of running a business in hopes of making a profit. Both the training and the camp had a similar format of learning by doing, creative and critical problem solving, and actual venture creation.

Simple business planning, marketing, and pricing were explained and practiced with experiences such as the "out of the box factory." Local entrepreneurs visited the camp and shared their experiences and knowledge. An Entrepreneur Tour included a trip to the oldest continuously run Gulf sta-

tion in the USA, a nursery on the site of an old gas station, and a local bread and sandwich shop.

Participants in the training and campers all had a day to market their ventures. This pivotal activity in Rodney Square in the center of Wilmington's business district provided a unique learning experience, a chance for the future entrepreneurs and the entrepreneurship educators to apply what they had learned and to take the risks and responsibility of running a business.

The results of the two-part proposal are exciting! Two dozen youth leaders from Delaware, New Jersey, Pennsylvania, and Michigan were trained in March and have already begun replicating the program or integrating parts of the program into their projects. Twenty five youngsters participated in the camp; most said they would be interested in attending again next year and 19 said they plan to be entrepreneurs in the future.

Entrepreneurship education is an ideal extension of DFLI's financial programs since it promotes asset building. JPMorgan Chase Foundation has already committed funds for Chasing the Dream Camp to be held again in 2008.



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Everyone an Entrepreneur (continued from page 1)

through self assessment, career exploration, job search skill development and decision-making. Entrepreneurship is not just for business majors. Employers are asking for students who have skills such as creativity, flexibility, goal-setting, decision-making, and innovation that they can develop through entrepreneurship coursework.

In addition most students are required to have some type of internship, apprenticeship, or field work with area employers. CareerWorks recently trained over 50 employers and entrepreneurs in how to start and manage an internship program that integrates entrepreneurial skill development for student interns.

Seton Hill's distinctive approach to entrepreneurship is depicted in the Career Works "Pyramid of Success". This multidimensional model integrates career development with liberal arts, entrepreneurial skills, and the Consortium's National Content Standards for Entrepreneurship Education. They encourage others to use their model to integrate all of these skills, regardless of their academic discipline.



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BONUS ACTIVITY

EntrepreNews & Views

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Entrepreneurship

USA TODAY provides a daily window on the world of work. As new fields and jobs emerge and old ones change or become obsolete, the newspaper is there to chronicle these trends.

- **Career information:** USA TODAY profiles people at various stages of their careers — new entrepreneurs, seasoned workers and high-level CEOs. Students learn about careers at every level, and in any field.
- **Workplace issues:** USA TODAY focuses on hot workplace issues, like management strategies, outsourcing and innovation helping students better understand the changing workplace as they consider career options.
- **Technology:** USA TODAY gives special attention to the rapidly changing technology field. Articles explain new technologies and describe how they will serve manufacturers, marketers and consumers. Students gain an in-depth knowledge of the Information Age as it unfolds around them.

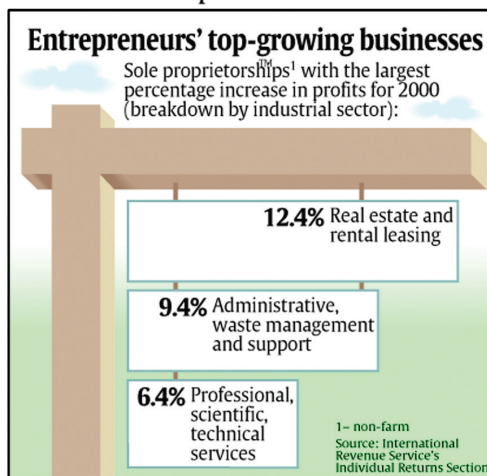
Educational Resources

USA TODAY Education provides educational resources that help students understand the importance of entrepreneurship and to identify the skills needed to start a successful business. Potential outcomes include:

- Student awareness of entrepreneurship as a career option.
- Enhanced student knowledge of what is needed to be a successful entrepreneur.
- Research, using USA TODAY and other resources, in overcoming challenges as an entrepreneur.
- Use of USA TODAY as a relevant resource of information for the study of entrepreneurship.

www.education.usatoday.com

USA TODAY Snapshots



Define the difference between a proprietorship, a partnership and a corporation. What type of business ventures could an entrepreneur launch in each of the categories listed in the Snapshot?

VOCABULARY

1. booming
2. hostile takeover
3. touted
4. spearheaded
5. exodus
6. initial public offering

Inside USA TODAY

Monday, October 16, 2006 • Page 3

PRODUCED BY USA TODAY EDUCATION

THEME: MONEY MATTERS – ENTREPRENEURSHIP**Main idea**

self-employed

innovative

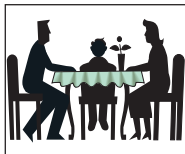
risk takers

big payoffs

Entrepreneurs are people who work for themselves. They run their own businesses and often develop innovative products and services. Entrepreneurs are willing to take risks, because the potential payoffs can be substantial.

Directions: 1.) Locate an article in today's paper about a problem that affects many people. Describe the problem in the first column. 2.) In the second column, come up with a product or service that could help solve the problem. 3.) In the target audience column, identify who would purchase the product and how it would be distributed. 4.) In the last column, explain how you could market the product. 5.) Finally, answer the analysis questions at the bottom of the page.

Problem	Product	Target audience	Marketing

Community & Family

Marketing is vital to the success of new products. With a parent or sibling, come up with a list of ten things you or your family have purchased in the last year, and answer the following questions about each: Did a specific event or problem cause you to buy the product? How did you find out about the product? Did marketing or advertising play a part in your decision to buy? Could the item be improved? How?

Positives of producing the product/service:

Negatives of producing the product/service:

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25th Anniversary
Entrepreneurship FORUM
Join us in Charleston, SC
November 2 - 6, 2007

Check our website for deadlines
www.entre-ed.org/_network/forum.htm



JOIN THE CONSORTIUM...MEMBERSHIP FOR ALL

Teachers/ Ambassadors
State Departments of Education
Organizations - national & local
Schools at all Levels
Sponsors - Entrepreneurs

Membership Information:
www.entre-ed.org/_contact/join us.htm

EVERYONE WELCOME TO ATTEND THE FORUM
www.entre-ed.org/_network/forum.htm

- Teachers/instructors apply for a scholarship . . . deadline Sept 15
- Compete for a \$3000 Elevator Grant for innovative entrepreneurship programs.
- Picture yourself with over 300 educators, net working, sharing ideas, finding new resources and enjoying beautiful Charleston, SC.
November 2 - 6, 2007

Have you seen it ????????

FUTURE CEO STARS

Check it out at www.entre-ed.org/Magazine

- > The NEW Consortium Magazine
- > Success Stories written by students
- > Monthly Role Models for your class
- > Opportunities for student involvement
- > Motivation for youth to start a business
- > Great class fund-raising project

Let's ask Business Owners and National Organizations to put this great magazine in the hands of all of our young people... the entrepreneurs of tomorrow in our schools TODAY!